



United States
Department of
Agriculture

April 15, 2010

Food and
Nutrition
Service

3101 Park
Center Drive
Alexandria, VA
22302-1500

SUBJECT: WIC Program Policy Memorandum #2010-7
Nondiscrimination Statement for WIC Materials

TO: Regional Directors
Supplemental Food Programs
All Regions

The purpose of this policy memorandum is to implement changes from the Department of Agriculture regarding the appropriate nondiscrimination statement to use on WIC materials. This policy memorandum supersedes WIC Policy Memorandum 2006-3, dated January 10, 2006. The authorized statement remains the same for the WIC Program, as reflected below. However, the address and telephone numbers to file discrimination complaints have been changed to read as follows:

“In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a complaint of discrimination, write U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410 or call (866) 632-9992 (voice) or (202) 260-1026 (local). USDA is an equal opportunity provider and employer.”

For TTY calls State agencies should use their own relay systems.

If the material is too small to permit the full statement to be included, the material will at a minimum include the statement, in print size no smaller than the text that **“This institution is an equal opportunity provider.”**

Whenever possible, on printed materials, a current applicable version of the nondiscrimination statement must include the revised address and telephone numbers to file discrimination complaints.

A civil rights statement is not required to be imprinted on items such as cups, buttons, magnets, and pens that identify the WIC Program, when the size or configuration make it impractical. In addition, recognizing that radio and television public service announcements are generally short in duration, the nondiscrimination statement does not have to be read in its entirety. Rather, a statement such as **“WIC is an equal opportunity provider”** is sufficient to meet the

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nondiscrimination requirement. Finally, nutrition education and breastfeeding promotion and support materials that strictly provide a nutrition message with no mention of the WIC Program, are not required to contain the nondiscrimination statement.

A handwritten signature in black ink, reading "Debra R. Whitford". The signature is written in a cursive, flowing style.

DEBRA R. WHITFORD

Director

Supplemental Food Programs Division